

GOODBYE AND
GOOD LUCK,
JEAN

SAN FRANCISCO STATE COLLEGE GOLDEN GATER

AND CONGRATS
ON YOUR NEW
JOB, MAX

Vol. XXIV, No. 10

March 5, 1937

Friday

Phi Lambda Chi Has Circus Nite

White Announces Program
For Evening; Circus
Theme Follows

Phi Lambda Chi will hold **Circus Night** tonight, at the sorority house at 101 Buena Vista Avenue. The affair, open to everyone in the Student Body or outside, will begin at eight o'clock.

Harriet White, president of the club, and chairman of the affair announces that there will be numerous games, exhibits, a side show, a freak show, fortune tellers, and refreshment booths. Plans have been made to have dancing, cards, and novelty games, also. The entire sorority house is being opened for the circus.

Co-operating with the Phi Lambda Chi sorority in the producing of the affair are: The Nell Owens Club, the Sponsors group, the Alumnae Chapters of San Francisco and Oakland, and the girls residing at the club house. Committees from each of these groups are responsible for various sections of the Circus Night entertainment.

The purpose of the affair is to raise money for the improvement of the sorority house. The money will go for refurnishing and redecoration of the rooms.

Admission to the house will be free. Tickets worth five or ten cents each will be sold at the door, and will entitle the bearer to admission in the various concessions.

Miss White reports, "Anyone who misses this affair is going to miss the time of his life. We hope to see Everyone (with a capital E) there."

Alpha Mu Gamma Holds First Tea in Series

With the motive of interesting prospective members into the society, Theta Chapter of Alpha Mu Gamma held a tea party yesterday noon in the Activities Room, with Irene Ducasse, secretary, as main speaker. Each member of the group was allowed to bring one friend, who is taking a foreign language.

The affair was the first of a number of events planned for this semester. The future activities that will follow include an initiation dinner for new members and a dinner party for its graduates.

DON'T BE A (PIKE)R! Spend four-bits and reserve your 1937 Franciscan.

Journalism Major Offered

At last after semesters of combined efforts on the part of the administration, faculty, and Alpha Phi Gamma journalism fraternity, Mr. Frank Fenton, English Department chairman, recently announced the establishment of a new journalism major for the college. The major will be effective with the beginning of the fall semester.

On Wednesday, March 10, the members of the English department will meet with students interested in journalism both as a major and as an activity. The purpose of the meeting is to discuss the problems which will arise in connection with the new major. Mr. Fenton asks that the students interested meet in the activities room at 12 o'clock.

This new major, which carries no teaching credential, will include, besides Eng. 1, 2, 3, 17A-B, 117A-B, some units of upper division social science. The English department also recommends a social science minor, but it is not required.

Under the proposed regulation of the Golden Gater editorial staff, which is being worked out in conjunction with the major, no freshman students will be permitted to work on the paper. The first year will be given over to learning how to write, rather than the actual practice on the Golden Gater. To hold any staff position, that is in an editorial capacity, an upper division standing will hereafter be required.

Students to Represent State at Sacramento

A delegation representing the college will go to Sacramento next Wednesday to urge passage of the current appropriation bill calling for \$2,238,000.00, according to plans made at a conference of Dr. Roberts, Mrs. Landers, of the Patron's Association, Dr. Mitchell of the college faculty, and Will Smith of the Student Body.

Dr. Roberts expressed himself as being solidly behind the students in their request for a complete building program. He presented tentative outlays for the rebuilding of the campus and described details. The outlined proposition requests a new administration building, a new gymnasium, a new library, completion of Roberts Stadium, acquisition of additional land near the college, and a general reorganization of the entire campus along modern lines.

Continued on Page 4

Roberts Honored At Club Dinner

Semi-final preparations for the Decennial dinner honoring Dr. Alexander C. Roberts will be made at a meeting of the committee in charge to be held March 9, at noon in room 216.

The committee includes Mrs. Ruth Witt-Diamont, faculty representative; Mrs. C. N. Olson, president of Patrons Association, and Miss Mabel Delavan, president of the Alumni Association. Miss Eileen McCall has been appointed chairman of entertainment for the affair.

The dinner will take place on April 1st at the Western Women's Club and will be attended by eminent state and city officials, various principals and teachers of schools in the bay area, and members of the Alumni Association, faculty members and students.

Roberts Field Setting of Novel World's Fair

Present developments on Alpha Phi Gamma's forthcoming Inter-collegiate World's Fair indicate that it will surpass in scope anything previously attempted by the fraternity, according to Will Smith, chairman of the event. Current plans call for Roberts Field as a setting and for the inclusion of attractive outside exhibits in addition to the main student showings.

"If possible," said Smith, "we will surround the affair with enough pagentry and color to make it the outstanding event of the semester. A real attempt will be made to put and keep it on a high plane of educational and entertainment value. It will be primarily for State students and staged by State students."

All proceeds will go into the scholarship fund, which brings to State College every semester, some one high school student of unusual ability. A Test is given during the six-month period to pick this student. Entries come from all parts of the State and a considerable amount of publicity concerning the contest reaches nearly every high school in California.

Bargain Days—a \$2.50 value for \$1.50. Buy your Franciscan now!

Walne Lectures In Symposium

Miss Florence Walne, Japan-born member of the faculty of the Oriental Languages Department at the University of California at Berkeley, a fluent speaker in the World Tomorrow series of lectures being offered by the faculty of State free to the public. Miss Walne will speak next Monday night at Federal Auditorium on: "Japanese Gifts to American Culture." She will be introduced by Mr. Minoru Zino of the office of the Consulate-General of Japan, San Francisco, on account of the inability of Hon. Kanzo Shiozaki, Consul General of Japan to perform the scheduled task himself.

"Miss Walne is the very best that we can possibly procure," said Mr. Zino, "who is qualified to genuinely interpret Japanese culture to the American audience."

Miss Walne is the daughter of Dr. and Mrs. E. N. Walne. Dr. Walne's father lived in Japan for more than 45 years. Miss Walne received her earlier education in Japan. She later came to the United States and got her A. B. degree at Georgetown College,

(Continued on page 2)

City Papers Use Frosh Hop Photo

Publicity of city-wide importance has been given the coming Frosh Hop when yesterday a local newspaper used a similar picture to one that appeared in Wednesday's Golden Gater.

Bill Ferem and George Peters with the aid of their committees have made final arrangements for the dance.

The most novel programs are promised. The design has been kept a secret until the night of the dance. Only people who have purchased bids before the dance will get the novelties. There will be none given to those buying bids at the door, the program committee stated.

Charles Horton's band will furnish the music for the occasion. Horton's band has the reputation of specializing in the new popular "swing" rhythm.

"The Gold Room of the Palace will furnish a romantic and suitable setting for the first spring semester dance and we know that the crowd will enjoy themselves," stated Peters.

Bids are now on sale in College hall.

Williamson Gets Gater Editorship

J. Coplestone Resigns Post;
Chamberlain New Friday
Managing Editor

By Clarice Dechent
Director, Board of Publications

Max Williamson has been appointed by the Board of Publications to succeed Jean Coplestone as editor-in-chief of the Golden Gater this semester. The replacement was made necessary, when Mrs. Coplestone sent in her resignation, due to the fact that she is leaving State.

The vacancy left in the position of managing editor, formerly held by Williamson, will be taken by Bob Chamberlin. Both of the

There will be a meeting of the staff of the Golden Gater today at 12:30 in the Publications Office. All staff members are required to attend.

appointees are experienced college journalists. Other staff vacancies resulting from the new appointments have not as yet been filled.

Dr. Roy Cave, publications sponsor, voicing the opinion of the Board of Publications, stated: "It is with regret that the Publications Board accepted the resignation of Mrs. Coplestone. She has been one of the outstanding editors of the college paper, and we congratulate her on the work she did."

Another move made by the Board was the appointment of a Sports Page co-ordinator to serve for the remainder of this semester on the Golden Gater. Bill Rose was the appointee.

Under the guidance of the Handbook drawn up by the Board of Publications, and with the assistance of an enlarged staff, the editor and managing editors are expected to produce a worthy publication.

Minstrel Show Talent Sought; Acts Needed

Wanted, Talent! On May 1, the State gigantic Minstrel Show will be given. Opportunity is now presented to any State students to participate. Twenty-five students are needed for the chorus, and at least 15 acts are to be worked into the script.

The show is named "Cap'n Bird's Row Boat." All persons wishing to get in show drop note in Box 1193 specifying name and act.

GOLDEN GATER



1936 Member 1937
Associated Collegiate Press

Distributors of
Collegiate Digest

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Published tri-weekly by the Associated Students of San Francisco State College during the school term. Business and Editorial Offices, 124 Buchanan Street, Telephone UNDERhill 0678, San Francisco, Calif. Subscription Price, \$2.25 per year; by mail \$2.50. Entered as second class matter at the Post Office at San Francisco, Calif., under the act of March 3, 1879.

REPRESENTED FOR NATIONAL ADVERTISING BY
National Advertising Service, Inc.
College Publishers Representative
420 MADISON AVE. NEW YORK, N.Y.
CHICAGO - BOSTON - SAN FRANCISCO
LOS ANGELES - PORTLAND - SEATTLE

ON MILITARISM—Continued

We have heard much discussion about the recent editorial appearing in the Golden Gater titled "Militarism vs. Education". We are glad to hear it, it means two things.

First: that you are reading your paper. Something that should be done, but we have no check to see if you do, unless you mention articles or editorials. We are heartened by it—it would be hard to work all for nothing.

Second: you are thinking. You are thinking about such things. It would be a crime if the youth of today gave no thought to such things. This problem of war or preparedness meets us on every corner.

We are glad if you do agree with our views and pleased if you don't. But whatever opinion you hold on the subject of compulsory military training, let us know. We want your "Lid Lifter".

—AND HAVE A GOOD TIME

Dance planning entails a great deal of work and thought on the part of those sponsoring the affair. The majority of Staters only have to go and enjoy themselves.

Is that a lot to ask? Go and Have a Good Time. If all we had to do all our life time was "have a good time"—wouldn't everything be easy?

The Freshmen are working hard to put on their dance, the least you can do is to buy a bid and go. Dates are plentiful in this era of "new deal", that would not be an excuse. The price is certainly within the reach of all, and certainly nothing could be finer than the place the dance is given and the orchestra chosen.

Then—support your school and help the Frosh put on a successful dance.

Evergood Bakery and Creamery

500 HAIGHT STREET Corner FILLMORE
INVITES YOU TO VISIT ITS ATTRACTIVE FOUNTAIN
QUICK LUNCH-SERVICE — EXCELLENT SANDWICHES — HOME-MADE ICE CREAM
BROILED HAMBURGERS — GIANT MILKSHAKES



World Tomorrow Lecture Next Monday

(Continued from page 1)

Kentucky. Following her graduation, she went back to Japan to teach school (in English), from 1916 to 1930. Then she came over again to America to study at Columbia University, for one year. In 1931-33, she became a member of the staff of the International House in the University of California campus.

After her service at the International House, she went to continue her studies at Harvard-Ynshing, a higher institution of learning affiliated with Harvard University, where she obtained her M. A. degree, for her study in Far Eastern affairs. In 1935, she came back to the University of California. Since then, she has been a member of the faculty of the Oriental Language Department of the University.

The book with a thousand photos—the 1937 Franciscan.

State College Sweet Shop

Featuring
25c Daily Luncheon
35c Dinner
Market at Laguna Down the Hill

Tasty, Home-Cooked
SPECIALTIES ARE SERVED
THROUGHOUT THE DAY

AT OUR FOUNTAIN

Which is Now Under the
Personal Supervision of

Mrs. H. J. Laurie
also Salads and Sandwiches

Laurie's Uptown Pharmacy
1900 Market Street

NOTICE

A seven-man team from the Chess Club will compete with Balboa High School on Wednesday. Members of the State team are: Gaetano Stella, Ed Moran, John Marks, Bill Trevorow, Bill Lenhart, Clifford Worth, and Ed Cockrum.

On Friday, the Open Road Club will present a Japanese Lecturer, Joseph Tsukamoto, to speak at their meeting in the Activities Room. Sigma Rho Gamma plans to attend the opera on the same night.

U O 2 buy an ANNUAL.

Let's Meet at

ANNEX C

HUGHIE'S

Junction Inn

100 Valencia Street

COLLEGE PENNANTS

10¢ to \$2.00



THE PREXY SEZ—

Here's the latest news concerning the building campaign. On Wednesday, March 10, the strategy committee will go to Sacramento to confer with representatives of the legislature and also all the State Colleges.

Much is expected to come from this conference though to give out detailed information at this time would be derogatory to our cause.

Nevertheless full details will be available after the conference.

It's encouraging to see that the Student Body will at least send cards about our campaign to their Assemblymen if they're free. Practically all the cards on hand have been sent.

I wonder how many of us know that State is one of the very few colleges on the Pacific Coast whose Student Body has sole control of the Student Body funds.

This is remarkable in the light that so far we have not had even a breath of scandal connected with the handling of our funds. A big vote of thanks should go to Mr. Nee for all he has done to help in the efficient management of all the accounts.

Incidentally, budget making time is drawing near and those organizations wishing a place on the budget should send in their request at once to me.

ANNOUNCEMENT

The next edition of the Golden Gater will be the Special Summer Session paper. It will feature entirely summer session news and carry a schedule of classes. Many new and important announcements will appear.

IT'S A BLOT on your record not to have a 1937 Franciscan.

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TRACK TEAM OPENS
SEASON TOMORROW

GATER SPORTS

CINDER, BASEBALL
SCHEDULES GIVEN

Friday, March 5, 1937

GOLDEN GATER

Page 3



By Dave Schutz

Tomorrow at the crack of the gun, State's Purple and Gold clad cinder artists swing into action for the opening of the 1937 track season. Coach Dave Cox will present his forces in the annual meet with the San Francisco High School All-Stars at Kezar Stadium.

Because of their swell showing last Saturday in the interclass, the many freshmen and sophomore runners and jumpers will be expected to take many places during the afternoon. With the veterans returning to form, the Gaters should open the year successfully.

—S.S.—

Coach Hal Harden's baseballers appear to be off to the races again this season. Already the diamond stars have won four games, although two of these were of the practice variety.

The nine will not be forced to meet any tough competition this week end, but starting next week, the bat swingers will really be starting out on a terrific campaign.

State's ball game with the University of California, rained out on February 25, will be played again at Berkeley on March 18. The Gaters will meet the Cal junior varsity at Roberts Field, April 7.

—S.S.—

Intra-mural baseball is liable to start any day now. As soon as the baseball manager can get enough teams together, he will call play ball. Games will be played during the noon hour every day. All men students enrolled in 80A and 80B classes are expected to organize teams in their gym classes. More than one team can be entered from one class, but no one man can play on more than one squad.

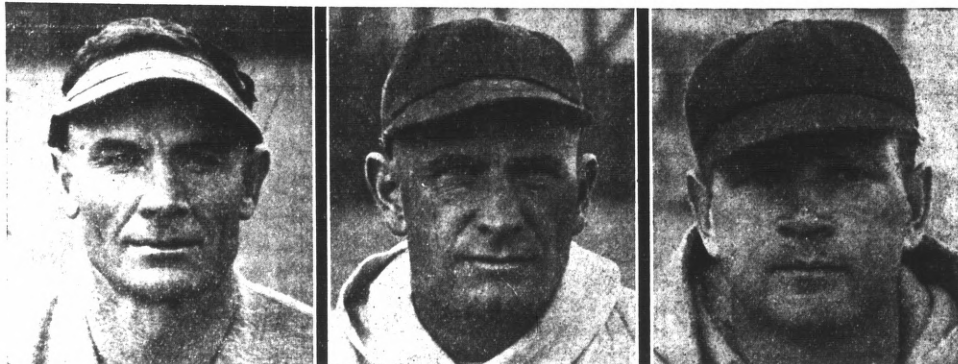
Purple and Gold ribbons will be given to each member of the winning team. Every man student in the college is eligible for the tournament except those who have won their blocks in baseball.

—S.S.—

Cy Atkinson, who played his last game for the Gater basketball team last Wednesday night against the San Francisco Junior College, signed up for participation in the Pacific Association hoop championships. Cy playing for the Royce Athletic Club, was instrumental in bringing his team to victory in the second round of the tourney. Also participating for Royce are Harry Post and Ralph Mannion, former stars for State.

Notch De Bisschop is playing for the Jewish Center five, also an entrant in the P. A. meet. De Bisschop has been one of the mainstays of the Center squad all during the present season.

STATE'S HEADMEN



Gater athletic coaches who swing into action as head mentors of the various sport squads around school. Dave Cox, left, who leads his cinder artists into their first meet of the season tomorrow at Kezar. Hal Harden, center, whose baseball team, still undefeated, meets San Jose State next Saturday. Dan Farmer, tennis leader, his squad opens its season later this month.

BALL CLUB WINS EASY TILT FROM SAN MATEO, 8-1

With Hal Wood showing his old batting form, the Gater nine trampled the San Mateo High baseballers 8-1, Wednesday afternoon on the prepster's home diamond.

Wood cracked out three hits, including a home run, in three trips to the plate. Doug Cray also connected for a homer during the fray.

State started early, scoring one in the first, and coming back with another in the second. Three hits, a walk, and an error scored four times in the third. Two more scores in the fifth ended the run getting for the day.

Andy Gavron hurled the first five innings, getting credit for his third victory of the year. Ru Stone finished up in nice style, shutting out the high schoolers in the last two innings.

Spider Turner shook his batting slump by getting two for three and Kenny Wilkes garnered a pair for himself. Bill Abbey went hitless for the first time this season.

W.A.A. Will Enter Tennis Tournament

W.A.A. accepted an invitation from the College Humor Magazine to enter an intramural table tennis tournament which will start in the near future. Everyone who is interested is urged to do some heavy practicing. The first prize is a gold medal, and a silver medal goes to the second place. Memberships are also offered as other prizes. The names of winners of badminton, ping pong, and men's and women's singles and doubles are engraved on the W. A. A. cup which is kept in the gymnasium.

Miss Lau, president, feels sure there is fine talent among noon players.

TRUE VICTOR IN W.A.A. ELECTION FOR DELEGATE

Climaxing a close race for election as W. A. A. delegate to the Mid-western Conference of the group, Kay True, State sophomore, emerged victorious. Competing with her for this honor was Virginia Kyriazi.

The University of Oregon, at Eugene, will be the scene of the Conference which is to be held April 1, 2 and 3.

Next Saturday Marks Opening of College Sked

Saturday, March 13, marks the opening of State's 1937 intercollegiate athletic year. The track team tackling its arch rivals from Chico State and the baseball team, winners over the Spartans twice last season, meets the San Jose nine at Roberts Field.

Although the tracksters will be doing their running and jumping up at Chico, the loyal State students who want to get in some athletic entertainment can easily journey to Roberts and get a peek at Coach Hal Harden's nine.

Other important meets for the track squad include: Modesto J. C. at Modesto, March 25; University of Nevada at Kezar, April 10; San Jose State at Kezar, April 24; San Francisco Junior College at Kezar, May 1.

The baseball team, its schedule constantly being changed, has several big games coming up. University of California, March 18; California Aggies, March 20 and May 1; Santa Clara, March 31; Athens Club, April 10 and 17; S. F. J. C., March 16 and April 6.

Numbers of Baseball Players Are Given

When the Gater baseball team parades on the field these days for a game, the spectator is able to distinguish between the stars by the large purple numbers on the backs of their gray shirts. For those interested in who's who on the squad, here is a list of the players and their marks of identification.

- | | |
|-----------------|---------------------|
| 1—Joe Lee | 10—George Bogdanoff |
| 2—Bill Rose | 11—Andy Gavron |
| 3—Lovell Turner | 12—Runar Stone |
| 4—Sid Fisher | 13—Charlie Iago |
| 5—Hal Wood | 14—Dave Parker |
| 6—Doug Cray | 15—Dick Osborne |
| 7—Pat Bowers | 16—Owen Jones |
| 8—Roy Wormell | 17—Hal Harden |
| 9—Kenny Wilkes | 18—Bill Abbey |

Cinder Squad To Open Year With All-Stars

By CHARLES MAURER

Ru Stone—well, he's ineligible.

This year's track squad faces its acid test when it meets the all-stars of the public high schools and of Sacred Heart and St. Ignatius at Kezar Stadium tomorrow, Saturday, at two p. m.

Under the grilling of Coach Brillhart of Commerce High (four times city track champs of the last five years), the flashes of the local high schools, who have been weeded out by their coaches, will form the stiff opposition in State's first track meet this spring.

As a varsity trackster said: "This year's crop of hoofers is X, the unknown—solely. After Saturday we'll know how we stand. We've got a record to keep up. Last year's squad won seven meets and only lost two." That's great!!

Coach Cox has done some cultivating himself and will shoot these men in the following events:

Dash Evans (Stone's successor) and Jim Hopkins in the century sprint and 220; Ron Lindlow, Mickey Driscoll, and Robinson in the 440; Stan Kuder of a year hence will run the half and mile with Fred Kline, winner of the cross country and the one and two mile events of the interclass meet; Darry Hopkins and maybe Dick Hurst—will play kangaroo i. e. high jump; Hoppy, Bob Prather and Glen Thompson over the hurdles; Steve Ebert, Hurst, Bill Ferem, and High Frosh Pantages will twirl the discus and in the twelve pound shot event Cox says, Hurst, Ebert, Swartz and McDevitt. The high schools have no javelin event.

State has new purple and goldish uniforms and they'll wear these as they leap, dash and grind tomorrow at Kezar. Remember it's no pushover. IT'S THE ACID TEST.

KYA AUDITIONS SET

Auditions for the KYA program will be held in the Band Room, today at 4, if that room is available. Notices will be posted on front hall bulletin boards if any changes are made. The audition committee is seeking a male soloist, novelty numbers, and a dramatic cast of at least five people. Announcement of the rehearsals for the first program probably will be made at the conclusion of the auditions.

Spring Fashions Being Shown By Ball and Track Teams This Year

The football team really set a precedent when it came on to the field last September dressed in new Purple and Gold uniforms.

Now the baseball team and track squad have caught the disease and their attire is really the nuts. When the Gater nine was scheduled to play California, Coach Hal Harden presented the club with eighteen shiny new uniforms that really made the Bear suits look like something out of a bazaar. The suits consist of a

pearl gray shirt and pants, gold stripes on the arms and a gold stripe along the pants leg. "S. F. State" in script, is written across the front of the jersey, with large purple numerals on the back.

The track men will show up at the meets in purple silk panties with a gold stripe on the side, and a white upper with purple and gold stripes running diagonally across the front of the shirt with an "S" in the middle.

American Students' Union Speaker Advocates Peace

That the loyal government forces in Spain should be supported by all lovers of world peace, is the contention made by Dick Criley, guest speaker at a meeting of the State chapter of the American Students' Union, held last Wednesday noon in Annex A6.

Mr. Criley is a former student of Stanford, a graduate of the University of California at Berkeley, and now a graduate student of the latter institution. He is the official West Coast Organizer for the American Students' Union.

"If the reactionary fascist

forces win," he said, "it is highly probable that another world war will be precipitated . . . In the interest of world peace, we must do everything within our power to help the loyal forces of liberalism."

I'LL MEET MY WATERLOO if I forget to bring home a 1937 Franciscan.

BUILDING STORY

Continued from Page 1

It was the consensus of opinion among members of the conferring committee that the erection of a new administration building would have a healthy effect on future enrollments because it would allow sufficient room for general student activity which the present quarters cramp.

Joseph Burke Speaks to Club

Mr. Joseph Burke addressed the Sphinx Club last Monday on the topic, "C. C. C. Promise and Performance."

"Writing home to the 'gals,' is the most frequent incentive for learning to write, and learning to read is a vital necessity for the jealous suitor," said Mr. Joseph Burke, an assistant educational director of the Ninth Corps Area of the Civilian Conservation Corps, when speaking of the reason for 85% of the boys of the C. C. C. camps taking advantage of the educational opportunities offered.

He continued, "Meals in camp are better than 95% of the boys get in their own homes, and most of them gain 15 to 30 lbs. after enrollment. Many of the boys being away from home for the first time over a long period become homesick, and as they themselves put it, 'Can't take it and go over the hill.'"

"Seventy-five per cent of the boys have never worked before, and 'The world owes me a living' philosophy is typical of many newcomers. Many of these boys and young men have been divorced from the idea of work, and consequently we will have to break down the old attitudes, and make the idea of work more acceptable to them."

Mr. Burke continued, "The C. C. C. has been successful in building up a healthy morale, and the boys often pride themselves on the achievements of their particular camp."

The Senate appropriations committee when asked for the last C. C. C. appropriation, stated that "This was the cheapest form of relief that we have yet had."

On Monday, March 8, at 12:20, Sphinx pictures for the annual will be taken.

All members are requested to be present on time! At 4:00 Sphinx Club will present Dr. Theodore Treutlein, of the History Department, who will discuss "Mr. Glandorf-Apistle in Mexico."

College Organizations Schedule Many Events

Clubs of the college are planning numerous activities for the coming week. Starting tonight and ending Saturday, the following events are scheduled:

Los Lazarillos are going skating tonight at the San Francisco Skating Rink. All the members of the club, as well as student body members are invited to join the group. Those attending are urged to bring student body cards, effecting a reduction in admission price.

Kappa Delta Tau, dance society, announces a Junior group to meet on Monday evenings from five to six. Interested men and women of the college are invited to attend.

The Russian Tea Room will be the scene of a dinner given by Les Amis Fideles at 8 o'clock this evening. The group will proceed to a French Theatre following the dinner.

Carole Lombard says: "Advised by my singing coach, I changed to Luckies"



"In my new picture 'Swing High, Swing Low' I sing a song for the first time since I have been on the screen. To do this, I spent months taking singing lessons. And with this added strain, my throat was not in good shape. My singing coach suggested that when choosing cigarettes, I select a light smoke. And so I changed to Luckies. Since then I've found that a light smoke and my throat get along together just fine."

Carole Lombard

CURRENTLY STARRING IN PARAMOUNT PICTURES' "SWING HIGH, SWING LOW"



THE FINEST TOBACCOS—
"THE CREAM OF THE CROP"

An independent survey was made recently among professional men and women—lawyers, doctors, lecturers, scientists, etc. Of those who said they smoke cigarettes, more than 87% stated they personally prefer a light smoke.

Miss Lombard verifies the wisdom of this preference, and so do other leading artists of the radio, stage, screen and opera. Their voices are their fortunes. That's why so many of them smoke Luckies. You, too, can have the throat protection of Luckies—a light smoke, free of certain harsh irritants removed by the exclusive process "It's Toasted". Luckies are gentle on the throat.

A Light Smoke "It's Toasted"—Your Throat Protection

AGAINST IRRITATION—AGAINST COUGH

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